

OLEOMARGARINE

27346. Margarine. (F.D.C. No. 45293. S. No. 3-416 R.)

QUANTITY: 528 cases, 30 1-lb. pkgs. each, at Washington, D.C.

SHIPPED: Between 11-12-60 and 12-12-60, from Hillside, N.J., by Kraft Foods.

LABEL IN PART: (Pkg.) "Important News! Parkay now has Extra Nourishment! * * * Kraft's Parkay * * * Margarine * * * 4 Quarters * * * New Parkay supplies you and your family with healthful extra nourishment . . . at no extra cost. In fact, new Parkay contains more Vitamin A, more Vitamin D, more protein, more calcium and more phosphorus, than any other leading spread.* New Parkay even contains important liquid vegetable oil! * * * Kraft Foods, Chicago 90, Ill., Div. National Dairy Products Corp."

LIBELED: 12-14-60, Dist. Columbia.

CHARGE: 403(a)—when shipped, the label statements "Extra Nourishing," "supplies you and your family with healthful extra nourishment" and "Extra Nourishment!" represented and suggested that the article contained a significantly greater nourishment than margarine and similar spreads generally available, which representations and suggestions were false and misleading since they were contrary to fact; and the label statement "In fact, new Parkay contains more Vitamin A, more Vitamin D, more protein, more calcium and more phosphorus, than any other leading spread," represented and suggested that the article was of greater nutritional value because it contained significantly greater amounts of vitamin A, vitamin D, protein, calcium, and phosphorus than margarine and other similar spreads generally available, and that the article contained significant amounts of protein, calcium, and phosphorus for special dietary use, which statement was false and misleading since it was contrary to fact; and 403(f)—the article was margarine, and the name of the food "Margarine" was not prominently placed on its label or labeling with such conspicuousness (as compared with other words, statements, designs or devices in the labeling), as to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use.

DISPOSITION: 6-2-61. Default—destruction.

**VITAMIN, MINERAL, AND OTHER PRODUCTS OF
SPECIAL DIETARY SIGNIFICANCE**

27347. Bonaid tablets. (F.D.C. No. 45759. S. No. 20-522 R.)

QUANTITY: 12 cases, 12 600-tablet btls. each, at Detroit, Mich.

SHIPPED: 12-6-60, from Cleveland, Ohio, by Strong Cobb-Arner.

LABEL IN PART: (Btl.) "Bonaid * * * A Dietary Supplement for Prevention of Skeletal Decalcification Each tablet contains natural bone phosphate plus 200 U.S.P. units of vitamin D synthetic. * * * L.M. & W. Product Co., Distributors Detroit, Mich."

LIBELED: 5-1-61, E. Dist. Mich.

CHARGE: 403(j)—when shipped, the article purported to be and was represented as a food for special dietary use by reason of its mineral content and its label failed to bear, as required by regulations, a statement of the quantity of calcium and phosphorus in a specified quantity of such food, and a state-